INTERVIEW WITH MR. JOSEPH CHASE

February 20, 1976

Conducted by:

Dr. James L. Dodson

--and--

Miss Kathryn Burmeister

Dodson: ...very much interested in knowing when you came to the valley.

Chase: I uh came to this valley, the first time I came to here was November the ninth, nineteen hundred and nine, yes.

Dodson: Where did you come from?

Chase: I came from Riverside.

Dodson: I see, are you a native son of the Golden West then?

Chase: My name is Joseph Newton Chase. And I got the Newton from Samuel Newton Chase, so I'm the fifth generation.

Dodson: I see.

Chase: Of, of the, of the man that sign the, what'd he sign? Uh, what he signed. What did he sign, mother?

Mrs. Chase: Independence.

Chase: This uh, the draft uh that was made by group for the independence of the United States.

Dodson: I see. The Declaration of Independence?

Chase: Declaration of Independence, that's what I signed. No, that's what the man signed.

Dodson: Yes. Had some of your ancestors come to California before your birth?

Chase: No, no. My father, I came with my father when I was ten months old.

Dodson: I see. What state did you come from?

Chase: I came from [?], Pennsylvania where the first oil well was built. And the first man who worked on the first oilwell lived in Oxnard, he died in Oxnard. He was the first commercial oil well in United States.

Dodson: Can you tell us what the valley was like when you first moved into it? As far as you can remember.

Chase: By 1909, it, it begin to have its growth. It was then sold to a guy named uh, or a group of men that uhm, bought the whole valley. The 47,000 acres, I think they said was in the valley first. It was 47,000 acres. No, I uh came, my father come out to me, he told me to go on south of, go south of town. Go, that's the way the growth was coming. The uh growth is going to be south of town. And I came to this in 1909, November 1909.

Dodson: At that time was this section part of the Lankershim Interest?

Chase: This was part of the uh Lankershim. Now Lankershim only came a little ways, into the valley, into his valley. They didn't come as far as Van Nuys Boulevard.

Dodson: I see, uhm. What sort of uh work did you go into when you first came into the valley?

Chase: This was, we was, we was looking for a, a, we was looking for a piece of property, that I would go to. That I would have a ranch on too, it was a place for me, in 1909. I was going then to the Redondo Union High School. I think I went uhm the last year of Redondo High School. I had a store, a grocery store there. And they just

wanted to see if, my dad wanted to see if I want to go there.

Dodson: Well then, did you live in thevalley and go down to Redondo, was that the way it was?

Chase: No, no, I I I live in Redondo. I lived in Manhattan and go down to Redondo. And went there, I came out here I'd say uh, is there some way to stop that? Oh, you have that right there.

Dodson: Do you have any questions Kathy, that you thought of?

Bumeister: Uhm, well I have...You said that Lankershim's property only extended to Van Nuys Boulevard, or not that far?

Chase: Well I, I can't drive, drive that far. I can't I don't remember that. But they didn't come, they didn't come to anywhere near that far, I think. Anything, because that was on uh...

Mrs. Chase: ...was it...had this property, didn't he? ...?...

Chase: No, no, Whitsett just add the town.

Mrs. Chase: Oh, Whitsett...

Chase: Uh, W. P. Whitsett.

Bumeister: Which, which part of the land did he own?

Chase: Well he didn't own any land, he only come out here, he might have owned a lot or two. He did later, in the years 1950..

Bumeister: Oh.

Chase: Yeah, he owned land. But then he started the valley Presbyterian Hosp...uhm savings and loan. Yeah he started. And he had that in the Van Nuys Savings and Loan. W. P. Whitsett.

Bumeister: Well who were the major landholders in the uh, in the valley? Can you recall?

Chase: I can't recall a lot because I went to, from here I went to California, 1912, 1911.

Mrs. Chase: ....?....

Chase: David, I went to David over there making a little... I made a little mistake, I said I made a mistake. Anyway, uhm, you make another recording.

Dodson: We'll let you edit any part of it you want.

Chase: Well nah, I can trust you. You said something on there that I don't mean, why uh you can edit it any... anyway which suits you best. Uhm, I don't believe the outside of San Fernando, which is San Fernandno Union, and San Fernando Road, you know, goes all the way into Glendale. That wasn't there, that wasn't there then. There might have been a road there, but uh it was out of San Fernando, it was a rear road.

Bumeister: ...?... a rail road?

Chase: By 1916, by 1915 maybe, let's make it. The rail road was in there, because the railroad went through Burbank. And it went through Glendale it had to stop at Burbank. It used to uh, the old time it went to San Francisco, which was a real, ha ha I don't know. They worried about San Francisco when Los Angeles go as high as it

was, the San Francisco worried about Los Angeles. Uh,

Dodson: Mr. Chase, do you remember the coming of World War I to the valley, and how it reacted?

Chase: Oh yes, I remember that very well. Lewis Bliss [sp?] was here, by then. Lewis Bliss, he was a real estate man and he married a girl from the other end of the valley. Uhm,... ask me that question again.

Dodson: ...you knew about World War I and how the valley received the news of it. Whether you remember that clearly.

Chase: Yes, that was when I was only here, that began in 1918, 1917, I believe. 1917, it began to grow and uh and uh, the young men went with their, with their clothes on, they didn't get their uh...

Mrs. Chase: Uniforms.

Chase: Uniforms.

Dodson: Just in civilian's clothes, huh?

Chase: Just in civilian's clothes, that's the way they started. They, that's because they hired uh, they said if he was twenty, why then you would go. I, I changed my name uh, to Thompson [sp?] ha ha ha, and tried to go and got as far as Los Angeles. Ha ha ha, and didn't get any further, and this is in 19...

Mrs. Chase: Well, we were raising potatoes, in the garden.

Chase: 17, 1917. I uh...

Dodson: Were you underage at the time?

Chase: Well, maybe I was a little underage. Maybe I was uh a little underage. Something of this matter anyway. Uh, I came back here in 19...no...see, 94 I came to California, ten months old, when I reached Califonia. I don't think I was underage.

Dodson: So you remember the coming of the Armistice? Was there a big celebration here?

Chase: Yeah, well there was a big celebration on the street. You drove up and down the street. You drove up Van Nuys Boulevard, Lankershim Boulevard, and then San Fernando Road, uh it was over there that, that was way over. Dr. Elmer Thompson [sp?] was the Thompson Dairy, Thompson was a man in the valley.

Dodson: Do you remember the dairy where Los Angeles Valley College now is?

Chase: Yes, yes I remember that, I have a very good recollection of that. Because uh, that was where you got your green hay. You get your green hay from the northern and the western part of the valley, you got your green hay. You, you got that? It's green for cows and uh, I got in, I got in there a book on uh a book that will have uh...?... on, yes it has part of our dairy in there. Oh, uh the first real estate people put it out.

Mrs. Chase: Oh...

Chase: You've seen that book. Uhm...

Dodson: Was that the very prominent dairy, here in the valley, where the college is there now?

Chase: Jay's [?] Dairy, and that was before Ador[?] came out

here. That was before Ador came out here and had their dairy at the uhm well you can call it the top or the bottom ha ha ha, we on this side of the valley call it the top of Reseda Boulevard, just this side of Reseda Boulevard. They went in. They had a dairy there. Where the college is, there used to be a dairy. That was by the uh ... Caccio...Caccio...you made me remember that. Caccio is a name.

Dodson: I see.

Chase: Yeah, that was the man that owned the dairy. He owned 40 acres in there and that went to the city.

Bumeister: Who was on the Chase Dairy?

Chase: The Chase Dairy was on the corner of Fulton and Riverside. That was on the corner of Fulton and Riverside. That was there thru 1950. 1950, we took that out and built the apartments there.

Dodson: That dairy then belongs to your family? The Chase Dairy.

Chase: That belong, the belong to me. My father passed away a long time before. I only used my dad's name because he was in the family and uh he, it wouldn't go with my age, fifteen years old. That's when I started sell [?] and started really working. I worked the dairy with a man named uhm, Racer [sp?] , we grew barley on the place, without water.

Mrs. Chase: And potatoes!

Chase: You don't took that?

Mrs. Chase: Potatoes?

Chase: They grew barley, that all they grow on this side. The water was coming down, and it came over the hill. It siphoned over the hill and then it ran into the lake, but the lake wasn't, yes the lake was there. The lake was there. They made a ditch, they called it. Mullholand owned, Mr. Mullholland owned some land over there, up in the valley, he owned quite a bit that he planted orange trees.

Dodson: Did you know Mr. Mullholland yourself, Mr. Chase?

Chase: Yes. Yes, I knew Mr. Mulholland. To one of the boys I was on the first uhm, oh farm loan situation in Los Angeles. Oh that was started in 19...oh that had to be started in 1925.

Bumeister: The farm loan?

Chase: The farm loan, yes. Production credit, production credit, it's known as production credit.

Bumeister: ...a loan in the way of money?

Chase: Yeah, we got money.

Bumeister: Oh, I see.

Chase: Yeah, we got money.

Dodson: What was your impressions of Mr. Mulholland? What sort of man did he impress you as being?

Chase: Well, Bill and I, Bill and I were farmers. He can take two pieces of building wire, if you give him three pieces of building wire, he'd build you a house, and give you two of them back. Ha ha ha... that's the kind of a man

he was. Uh, he was a good man, he was a really good man. His boys lived up in the valley, mainly he had two boys. If he had a daughter, I don't know. I can't remember if he had a daughter. Uhm...

Dodson: Do you feel that uh, when the St. Francis Dam collapsed, that that discredited his ability as an engineer? How did you feel about that?

Chase: Well, I stood back of Mulholland. Because I know how he uh, dug the ditch that brought water to Los Angeles. And that was the only water that Los Angeles had, before they got it from the uhm, from the Colorado. Uhm, shut that off for a minute.

Dodson: August 24th, 19... uhm 1894.

Chase: 1894.

Dodson: And that was in Meadville Pennsylvania, you told us.

Chase: Meadville, Pennsylvania.

Dodson: And you came out to California when you were eleven months old, I think that you told us.

Chase: Eleven months old, yes..

Dodson: And you settled first in Riverside?

Chase: Yes sir.

Dodson: And uh, then you came here to the Los Angeles area.

Chase: That's right.

Dodson: In 1909?

Chase: 1909.

Dodson: I see.

Chase: In 1909, then I went to Riverside school there. And you started school younger, well you might know that. You started school younger, three years old and you're going to school. Why sure, before you remember, was four years old and went to school. Huh?

Dodson: Yes, I think I began my schooling when I was four years old.

Chase: Ha ha ha... see that? It's hard to think. And you can sneak in, you know, they'd be glad to get you because they only get...the teachers were glad to get you. Because you were one of the very few, when I went to, when I went to California, you put this back, you put this back.

Dodson: Yeah, as long as we're just talking. Would you like to rest a little bit? Before...

Chase: ...of Fulton and Riverside.

Dodson: Corner of Fulton and Riverside, and this is the uh home that was given to the uh latter day saints for church?

Chase: That's true, the home that was given to the latter day saints.

Dodson: I see.

Chase: Yeah. That was given to the latter day saints, and it

was tore down, we have the words "lent 55,000 dollars" on them, I think. We lent 55,000 when I couldn't get to on it. It was tore down, in order to, to put the apartments on.

Dodson: I see. Is that where the Chase-Knoll Apartments are now?

Chase: That's where the Chase-Knoll apartments are now.

Mrs. Chase: That's where the houses were torn down...

Chase: Down...

Mrs. Chase: Wilson and sixth...the latter day saints moved it to Woodland Avenue. And they had it for ten or...

Chase: Corner, there was a corner there.

Mrs. Chase: You had to move the house in order to..., you couldn't burn it, you couldn't try selling it, you couldn't sell it.

Chase: You can't burn it. You can't burn property.

Mrs. Chase: Ha ha ha, the fire department said no, you can't burn it. So uhm, I was talking to the mail man that morning, and I told him that uhm we'd like to get it away. He said, "Well, very soon" he said, "this people, the latter day saints reorganized and they moved." They moved to Woodland Avenue and stayed there for about ten years. And that was torn down.

Chase: It was uh, ...

Dodson: You've given us this picture of the uh valley as it was

in 1912. I wonder if you would tell us of what is in this picture. Beginning over here, on the right hand side. Uh, did you say that that was the town of San Fernando?

Chase: No, well a part of San Fernando and a part of San Fernando is in that. And part of San Fernando is on the other side. Because it is a circle. It's a complete circle.

Dodson: This picture was taken in a 360° circle, then.

Chase: A 360° circle. It has all the mountains, all the way around the valley, that you could see all the way around the valley. It was, these were two...I believe, I believe one of these is Mr. Mul...uhm, Mr. uhm, Fred Weddington, it's Fred Weddington, I believe it's Fred Weddington.

Dodson: Now at the place where two men are standing, what would we have at the present time?

Chase: We have now, some apartments. They're...seven feet was taken off the top of the hill. To, to lower it down to where it is now.

Dodson: What would be the street intersection, where they are standing?

Chase: It's Fulton Avenue and uhm Rese...and uhm Riverside Drive.

Dodson: I see.

Chase: Riverside Drive.

Dodson: Now, we have some buildings over there that looks like

some barns. About what would that be at the present time?

Chase: That was a man from Los Angeles, that came out in 1912, and bought this land here. This is a...some...man... that was on Woodman Avenue. That's Woodman Avenue. And it's close to Riverside, Riverside Drive. The 20 acres just north of that...north, no let me see,yes, it's the twenty acres just north of that Riverside Drive, it was owned by a guy in Los Angeles. That bought it from the uh Whitsett people. And...

Dodson: Can you show us on this uh picture, about where Valley College would be at the present time?

Chase: Valley College...now let me think for a minute. A minute to find it. This is Riverside Drive, there was a ...?... place here, what street. That's where the street, that's where I slept when I first come out here... huh...yeah, three hundred, they're about three hundred feet from Fulton Avenue. Three hundred feet, from Fulton Avenue, directly west, uhm. They're about three hundred and fifty feet directly north, due north, of Fulton Avenue. So Fulton Avenue would go way down here, and you wouldn't see it much, you just see a street that ...Fulton Avenue goes, right about here. This house here. Oh, that's on the other side of Fulton Avenue. They...we go here. You see how much room ...there used to be two hills on Fulton Avenue, this is the highest hill, it went right through here.

Dodson: Are those hills then been removed at the present time? And flattened out?

Chase: Those...those hills have been flattened. Uh, that was graded down. And uhm, it was graded down from 27½ feet

above Fulton and Riverside, to twenty and a half feet.

Dodson: I see. Then originally the valley was a little bit hillier than it is at the present time.

Chase: Well, there wasn't too many hills inthe valley. If you'll notice that these hills are collected by where the, what's the name of that college?

Mrs. Chase: Northridge?

Chase: No.

Dodson: Los Angeles Valley College?

Chase: Los Angeles Valley College. And here, it was Dr. ... B-R-A-N-C-H.

Dodson: Uh hum.

Chase: Branch, Branch Road. They were brothers! I'm trying to talk loud, so that she's sitting there. Uhm... you got that?

Bumeister: Uhm, I see from this cover that you were the first vice president of the Chamber of Commerce in Sherman Oaks.

Chase: That's right.

Bumeister: Could you tell us about that?

Chase: That was a chamber and I used to worry about Van Nuys growing up so far west from me. Ha ha... I didn't think the city of Los Angeles would go west! Ha ha... I always thought that, that, that, that, that town would be on this side! Of uh Sherman Oaks, I mean uh, Van Nuys.

That's long before there was a Sherman Oaks, there was a Van Nuys. Van Nuys was the first city, beside San Fernando Road. It was Van Nuys, Reseda, Northridge... what's the name of the town up in there? Just before you go up the hill?

Bumeister: Sylmar? Or Sunland?

Chase: No, Sunland is over here.

Dodson: San Fernando?

Chase: No, San Fernando is right straight, straight up here.

Bumeister: Chatsworth? Or Granada Hills?

Chase: Chatsworth! Chatsworth is the town that was at the west end of the valley. Los Angeles Creamery had a dairy out there, Los Angeles Creamery had a dairy.

Dodson: At the time you retired Mr. Chase, were you still uh, the owner of the Chase Dairy? Or what business were you in?

Chase: I uh, are you are you saying I'm retired? I'm 83 now.

Bumeister: From the look of this, he never retired.

Dodson: As Kathy said, it looks like you never retired at all, so I have to take that question back.

Chase: Uh, anyway, at the very first, at the very start, I registered twice, during my lifetime. Once in 1936 when I went up, I thought I get to go to Oxnard to live, and I missed a boat. I missed a boat in this valley. Otherwise, I registered in 1906, 1916, because that was

when it went into the Los Angeles. This, this went into Los Angeles in 1916, they owned all the water, you couldn't drill a deep well on account of water.

Dodson: Well now, is that why the valley annexed Los Angeles, because Los Angeles controlled the water?

Chase: Yes, that's real. The reason for uh going in with Los Angeles, and calling it a city, was that it was, it had water. And they used the the underground as a basin, for water. You can tell now, there's some some uhm, I don't know whether it's still there, but there're wells along the... oh that Sherman Way, or right above Sherman Way and San Fernando Road. Between Sherman Way...

Bumeister: Does San..does Sherman Way and San Fernando intersect? I can't think of where they would. On the airport, or something?

Chase: No, they, because they, Sherman Way runs into airport. Sherman Way was put in by Mr. Whitsett, Whitsey, Whitley.

Dodson: Whitsett and Whitley are two different people then?

Chase: They, Whitsett, Whitsett, had two boys. Whitley had one boy, one girl. And they leave their house and it cost them a thousand dollars a room to build it. The same man worked for me that worked for Mr. Whitley. Same man work ways...

Dodson: Would you say the valley joined Los Angeles just because of the water? Was that the only reason?

Chase: That was the reason. That was the reason in my estimation. I'm sure it was and that's the way that uh, Mr. Mulholland, thought of it.

Dodson: Mr. Mulholland didn't actually live here in the valley, then. He lived in Los Angeles?

Chase: Oh, he had a house here in the valley, and it was in the northern part of the valley. I believe that house was on a ... this is when water came , uhm... he had a house here. His wife was alive, she saw the water came down the hill, after fifty years... after fifty years.

Dodson: Was any part of the valley flooded, when that the St. Francis Dam burst? Or did the water goes out some other way?

Chase: The water, the water, couldn't get down here. Couldn't get over the hills. It went down to uh, va...sherm... to Oxnard, it went down the valley oh, let me see... It went through Simi, they were the valley through Simi. And it went through there.

Dodson: I see. So this valley wasn't injured in any way, by that flood? Caused by...

Chase: No, no, it wasn't. The water came here, one of my boys, one of the hay, that hold hay, from Antelope valley, was killed in that. They were flooded!

Dodson: Do you have any uh recollections of destructive earthquakes in the valley? Other than this recent Sylmar quake? Earlier ones you remember?

Chase: No, there never've been any earthquakes in this valley. This valley has, goes down like a V, goes down like a V, with granite. The same granite on these hills here, and the same as the hills that you find in back of San Fernando. You still see the same granite. And they had an oil deal here and the first oil well was drilled

in nine... close to 1920. And its drilled on Hazeltyne, just uh south of Van Nuys. That's when the first oil well was drilled. Uhm... we had some stock, in it. We were quite heavy, well we had 10% of it.

Dodson: Well apparently there wasn't any very heavy deposits of oil in this valley then?

Chase: No, there's no oil in this valley. Dating back from 1920, 1915, well 15 to 20, there's no oil in this valley. There may be oil in the hills, but there's no oil in this valley.

Dodson: When you came here, what was the principal crop of the valley? Was it oranges? Or wheat? Or what were they growing?

Chase: Oh, oranges were San Fernando, up in San Fernando, that was the Indians put in the town of San Fernando in there. The Indians put... Glendale was small then, Burbank had just got started. It started as a railroad town. Uh, they used to put the engine on at at Burbank, not at San Fernando. Well, they got up to San Fernando. It began to grow, as I say, in 1900. It grew around the edges, all around the edges of it was cities.

Dodson: The northern part of the valley would have been the oldest part then, as far as settlement was concerned?

Chase: That's that's... as far as... yes. This is... you might say, less than a century year old. Bur... Hollywood was here, and I used to go down Hollywood...they...Hollywood Boulevard and on the Whilshire on to Vineyard, Vineyard and Whilshire Boulevard. Wilshire Boulevard was the place we tried to buy, on Wilshire Boulevard. But we didn't think they had enough water there. They had

more water here, so we came out here.

Dodson: That's amazing!

Chase: Ha...ha...ha...

Dodson: Were you sorry to see the uh, the Pacific electric cars move out of the valley?

Chase: To move out? Yes. Yes I was, because that was a day of growth too, you might say too, you could say that was a day for growth.

Dodson: Uh, most of the people that I've talked to, regret the tearing out of those tracks and the removal of those cars. I wonder if you feel the same way about it?

Chase: It's a dif... a different atmosphere, we'd gone through a different atmosphere. I am in favor of making this a San Fernando city, San Fernando city, this valley to a city...

Dodson: Are you in favor then of C section of Los Angeles, of making a new city?

Chase: I am. I am.

Dodson: You think the thing which took us in was only the water and now we've solved that problem, we should get out again?

Chase: We're not getting, really, we're not getting out because we're getting in, as far as our ha ha ha as our...we're concerned. As far as this valley is concerned. We are, now, in 19...75. We are now, we could be the third city in the United States. We're not third city now, we

don't have enough population now. But we could get to be third. Easy enough, we could take... Los Angeles would be fourth and this would be third.

Dodson: ...to uh, ask you about something else. Hhm, do you think that the smog situation is worse than when you first settled here, do you see a difference?

Chase: We didn't know what smog was. I drove a horse, across to Riverside, that's the way I visit my folks, I went with a horse and buggy. And then we didn't know about smog, didn't know about smog until 19... oh when let's say 1930 or 40. We didn't know what smog was. Mother when you....?....

Dodson: What I read, apparently uh, in the Los Angeles basin itself, even in the early nineteenth century, the Indians campfires created smoke that hung in the valley.

Chase: Well, your prevailing wind, we do have it, a western wind comes off the ocean. We do have a wind here that has come off of the ocean, and and it would take the smoke north, wouldn't it? It'd take it uh north and east. Yeah, of Los Angeles.

Bumeister: I noticed that you were the president of the Savings and Loan...

Chase: I owned it.

Bumeister: Oh, were you the first president?

Chase: I had... a I had sixty-two percent of it, of the Sherman Oaks Savings and Loan. It was the only, it was the only Savings and Loan on this street, excepting uh there was a branch here, in Studio City, and there was a branch

in uh, west of west of uh Reseda Boulevard. I believe there was a branch out there...

Mrs. Chase: But that wasn't connected with Sherman Oaks Savings and Loan. He's just saying that....?....

Chase: ...got that from up-to-date, you can get that from uhm Jim Lanbargo [sp ?] the Bank of America. He came there, Jim Lanbargo [sp?] came in 19...uh Jim Lanbargo came in 19..oh really it was 1940 or 50 or...

Mrs. Chase: ...?... before 50?

Chase: Not much, he lived in the valley, he was up to Van Nuys uh in 1950. See? he, he he came down in 1950 I... 68, 55!

Bumeister: Uhm, what uhm, do you know how Sherman Oaks got its name?

Chase: One of the... one of the subdividers was named Sherman.

Bumeister: Oh!

Chase: Yeah. One... he used to live on Reseda, he lived on uhm.

Mrs. Chase: Topanga Canyon.

Chase: On Sepulveda Boulevard.

Mrs. Chase: Yeah.

Chase: He lived on Sepulveda Boulevard, up in here somewhere. Mr. Bell used to live on top, Alphonso Bell.

Bumeister: Oh...

Chase: or his daughters' niece or son used to have a house out this way. Back in Reseda or back up there. A Alphonso Bell lived. I used to run cows there ha ha ha on the side of the hill there. My uncle ...?... the Uncle Carpenter. Hugh, Uncle Hugh. You know, every time you have pie ha ha ha he came to our house. He lived at Reseda, no I get that wrong...

Mrs. Chase: Wrong...Laurel Canyon.

Chase: Laurel Canyon. He built the road over Laurel Canyon. He built the road over on Laurel Canyon.

Bumeister: What is "over"? Do you mean the freeway?

Chase: Yeah, my uncle.

Bumeister: Oh...

Chase: Yeah, an uncle of mine, a man from Banney [sp?].... I used to know Mr. Banney real well. When he's garaing and ...?... and he didn't pay her, I remember that. I was a little kid, you can know, you didn't have to have a permit to drive a car.

Bumeister: I've heard something about that.

Chase: Yeah...don't have to have a permit to drive a car, you just drove, you just drove your dad's car, you drove everywhere.

Bumeister: You mean, he built a road over Laurel Canyon?

Chase: Yes. He built a road over Laurel Canyon because he lived on that side, he farmed on this side. He only farmed ... oh part of the ground there.

Bumeister: When you say "over", do you mean over a river or something?

Chase: Over the hill.

Bumeister: Oh, I see.

Chase: He lived right down near the river.

Bumeister: And what river, where is that river now?

Chase: Los Angeles river, that's the Los Angeles River.

Bumeister: Is that what they named Riverside Drive for?

Chase: Well, they got the riverside drive.

Bumeister: Is that because it belongs ...

Chase: I think that's where they got it.

Mrs. Chase: It used to be called Cortez [sp?]

Bumeister: I don't know.

Chase: It used to be called Cortez [sp?], yeah. They laid it out on the map as Cortez.

Mrs. Chase: But it was changed at about 1945, I think it was.

Chase: Something like that, I think.

Dodson: I notice inthe early maps of the valley the numbers on the street had numbers, like first, second, third, fourth and all that. Do you remember that?

Chase: Yes I remember that.

Dodson: How do they happen to change those to names then, from those numbers?

Chase: There was, there used to be a dairy up in Panorama and it used to be ...?... to the men that owned the uhm Los Angeles Creamery Company. Yeah, uh that must be... Uh, the Creamery, long time Creamery company was owned by, and they used to owned the Panorama Dairy, and they had the Panorama Dairy. There's a the street used to be numbered, one, two, three, four, five, six, seven, eight that's the way that they used to be numbered. That's the way I lived.

Mrs. Chase: But to what did they changed it though?

Chase: The red cars...I don't know when they changed it. I don't know when it was changed, I probably was too busy with my dairy. Uhm, I had the dairy on the, in 19... really 1920 to 1950. Uh, I had a dairy on the corner of Fulton and Riverside. And uh, it was earlier than 1920, I bought the first cows in 1917 or 1918... That cow was when we got there, didn't we?

Mrs. Chase: Yes.

Chase: Yeah, uhm

Dodson: Do you remember the town that's now, this section that's now called North Hollywood, was called Lankershim?

Chase: Yes I do. I uhm, the Lankershim men, the two brothers, they were living in Lankershim.

Dodson: Can you tell us why that name was changed from Lankershim to North Hollywood?

Chase: Because, uhm, this was the bedroom of Hollywood. Lankershim was the the, it grew first, it was already started. It was San Fernando Road was in, already in when I came here in 1909. It was in here...

Mrs. Chase: And were you the first to see Universal Studios come around, and I guess they wanted to change this to North Hollywood, I don't know.

Bumeister: Maybe they were there in 1909, the Universal Studios?

Chase: No, I don't think they were there.

Mrs. Chase: Oh they lived there a long time...

Chase: Yeah, they was there, they was there moving, they just had a shack there. Just a ...

Bumeister: Oh...

Mrs. Chase: Well, no... they had studios there, two of them since 1912.

Bumeister: Do you think that that uh, that was what brought the pictures out to the valley? I mean the film making out here in the valley, was Universal Studios?

Mrs. Chase: Universal...

Chase: No..no..

Mrs. Chase: Warner Brothers got the land too....?...

Chase: No, I think it was the men that uhm uhm Mulholland had a lot to do with it. And Mulholland always stayed in the background, he was ha ha ha he was in front. He

started the deal and he got the deal going, and then they came along after it was going though, and they came afterwards. They was to to, I can't name the people that are, was on the board, that owned the valley. I I know this, in 1915, Fulton Avenue...where Fulton Avenue, railroad, where the railroad goes across, it's the same place. Well the railroad was there and they had that track, it went as far as Reseda, and not far above then is the main line. It's the main line of the railroad. There is one on San Fernando Road and one on that goes to Reseda, goes into some town out there. They've changed that, when they made the reservoir uh the flood control people changed the railroad, the street car track and everything. Uh they changed it all in 19..when? When was the dam built? When was the dam built, right down here?

Mrs. Chase: Oh, I'm not good on dates like you.

Chase: I don't know what year, I don't remember what year.

Dodson: I heard the story of the Lankershim was changed to North Hollywood, because the business men thought that Hollywood was well known and this would cause business and people to move in.

Chase: That might have been.

Dodson: Have you heard that story?

Chase: I I have heard that story too. I thought that they could get business then and they wouldn't, you know, that one thing led to another, and they would get it from Lankershim. I don't know where the line is, now, the city line. I don't know what street it's on. But there's a street between Van Nuys and uh...Van Nuys you might

say, and or North Hollywood, or Lankershim, and North Hollywood you can see the name. North Hollywood and the San Fernando Road, but I don't know where the line is, where it becomes the city of Los Angeles, and and uh Glendale and Burbank.

Dodson: Was Sherman Oaks once an independent town, with a town government? Or was that just the name for part of the valley?

Chase: Uh, uh, it was just a part of the name of part of the valley. It was just a name, the same as Reseda and you might say uh, uh, the next town.

Mrs. Chase: Owensmouth.

Chase: Owensmouth, that was Owensmouth. Reseda, and Zelsa [sp?]

Dodson: Now the word Owensmouth has dissappeared, is that where Canoga Park is? Chattsworth, or something like that?

Chase: Uhm, let me see, that was uh... where North Hollywood... oh let me see, I got it wrong there... Owensmouth is where the streetcar stopped, wasn't it?

Mrs. Chase: Yes.

Chase: Yeah. Owensmouth was the end of... what's the name of that...?

Mrs. Chase: Redcars.

Chase: Redcars, that's as far as the Red cars went. Yeah, Owensmouth...

Mrs. Chase: And that was changed to... [Tape side 1 ends]

Bumeister: ...it holds records of Sherman Oaks top pioneers.

Chase: Ha ha ha... Oh, I didn't know that was in the er book or not.

Mrs. Chase: Oh, they used to have those ...?... you know.

Chase: That's just a name in the...

Mrs. Chase: Well, ...

Chase: It's just in the book. Well, where's my other book?

Mrs. Chase: A Doctor Baker [sp?] used to say uh,"Everybody stand up and and who've been here in the valley so many years 'til now?" And we have to ...?...

Chase: Well, I'd be the only one there.

Mrs. Chase: And there's another man that ....?....

Chase: This San Fernando, this book here is just another book of uhm of the picture of when I got the Indian. See the Indian up there? That's the San Fernando Award.

Mrs. Chase: ....?.... up in Van Nuys.

Dodson: ...bring us an award here, Mr. Chase of a little statue of an Indian. Can you tell us just what this is for?

Chase: This, this was started by uhm, what's his name? Uhm uh a man that owned the uh the ... see... well he re... dealer of cars. And uhm, he was owned by the first man here. He was the first recipient of of our Fernando Award. This Fernando Award is for the man that has done the most in the valley. Which started in 19...some-

thing in 19...when was it started? Oh...19 oh 58! 57...there's thirteen people, oh there was thirteen, 65...55...oh it started in the 50's.

Dodson: Well now, this is quite a distinction because at the base it reads "the fourteenth Fernando awarded by the Chambers of Commerce of the San Fernando Valley, to Joseph N. Chase for extraordinary civic achievements, November 16th, 1972." So that was quite a distinction.

Chase: It was, to get that, to get that then it was.

Mrs. Chase: ....?.... Chamber of Commerce has to vote, and there's 27 chambers in the valley and... to vote...

Chase: There was 27.

Mrs. Chase: .....?... of community service.

Dodson: Now Mr. Chase, perhaps you'd tell us some of those uh achievements, some of those things you did in community service, that caused them to uh give you this award. I think you've told me that you've been active with the boys' scout? And other groups?

Chase: Well, I've been active with boys' scouts and girls' scouts and uh I am now...

Mrs. Chase: And Y.M.C.A.

Chase: And Y.M.C.A. and the... all the all the things through this Fernando Award thing. That's what it's for. This San Fernando Award statue is given to the person that has known the most about this San Fernando Valley. They have something, they don't have an office, they don't have a... now I'm getting to the other side of

it. This statue stands for the man...

Dodson: Who has made some real contribution.

Chase: yeah. That's made some real contribution.

Bumeister: May I add something to that? I found some things here that said uhm Chambers Launch Fund Project for Library Books. May I read a couple of these? O.k. The Sherman Oaks Chambers of Commerce will coordinate community efforts to raise funds of $5,000 to for purchasing books at the new Sherman Oaks Library now under construction at Moorpark and Catherine Street, and Mr. Chase was in on that. As president...

Chase: As President.

Bumeister: As president of the Chambers of Commerce then. Here's another thing, New Parking Lot is Community's Christmas present.Uhm, let's see... Community's Christmas present and Mr. Chase again was...first Chamber president... wait a minute. I'm sorry, o.k., Mr. uhm Chase is also president here . Community Christmas Present, New 140 stall parking lot at Cedars and Dixon, was formally dedicated this week in time for convenience of Christmas shoppers, seen in dedication photo. And then it has the people here that were attending that. But those are some of the things, I think that what probably got him that award..

Chase: Yeah, it's those kind of things that got me this award, that uh, accomplished it. It was supposed to stay that way, but it it's cut off of that... it's like a lot of other things. They found that if you're a Fernando Award man, why then you're something, you know what I mean? Then you you, that very day you become very big.

But you don't. You're still the same old guy that was on the valley long... time ago. You're the same guy that helped Mulholland dig a ditch.

Dodson: Now, tell me are they still making these Fernando Award?

Chase: This is... Fernando Award is still in effect. It's still effective. This year's uh, recipient uh, was a man in the valley, his family's been in the valleyin 19...oh 30 something like that, or 35. It wasn't the time you spend in the valley has nothing to do about it. It's whether or not you have done something.

Dodson: After you got here? Contributed? Yes.

Chase: Yes.

Bumeister: ...?...it looks like the first water... is this the picture of the first water coming down there?

Chase: That's...that's the...That's the second water, fifty years later. To come down there, fifty years later. They had...

Mrs. Chase: He was there at the first water come down and ....?....

Bumeister: ...did Mulholland uh, uh, aqueduct.

Chase: Yeah, that was uh, ha ha ha... I didn't know I had that picture.

Dodson: You were present then? When the water came in for the first time? On the Mulholland aqueduct?

Chase: I was ... not the first time, they didn't have a chamber here. But I was here, I was on the bank. I was

here...

Dodson: That's what I meant. That you were actually present.

Chase: I was, I was. I was actually present when the Fermino [?] Not ...?..., I was a little boy. Well, how old is Fert mino [sp?]. Fert minnow is fifty years old.

Mrs. Chase: He went to school with our children.

Chase: ...sixty, well... fity, fifty-five yeah. Sixty years, well....

Dodson: Well I imagine that was a pretty exciting occasion, when you saw the water came in for the first time.

Chase: When you first saw, you knew it was water. We had twenty acres here. We depended on the water. We depended upon our water in the ground. The city of Los Angeles owned the water in the ground.

Dodson: Well had you reached the point then where you couldn't pump the water out of the ground because it belonged to the city?

Chase: That's right. You... you reached a time that this was put in the ground, I mean the water. In the ground, that you couldn't get a permit to put down a well.

Dodson: So you really had no choice, you had to join the city then?

Chase: You had to. If you wanted water you had to join the city.

Dodson: I see.

Chase: Afterwards, 1912 it went down because that cat-man. Because of this cat-man that he do .... ha ha ha... A Russian, that got out of Russia by a...

Mrs. Chase: ...?...

Chase: Huh? No. He had a thing that got him out of the water. He, it took him a week to get out of Russia and he and he, got out because he had this caprice, you know, to stay underneath the water. I guess there had been a whole lot of them that got out. Uhm...

Mrs. Chase: You jumped around so that I can't... ha ha ha...

Chase: I know, I jumped around, but they can they can put this together.

Dodson: Yes, that's perfectly true, you go right on ahead.

Chase: You can say something? ....Mile, in a yeah, a mile, in 4 minutes and 17 seconds. Ha ha...

Bumeister: Wow!

Chase: That's pretty fast. The world's champion was uh, four minutes and 12 seconds. I could've gone faster, but they know how to race now. They know how to start their horses, they know how to... ha ha ha...

Dodson: When was that Mr. Chase? That you did that?

Chase: This was in 1915. It was in 1914 and 15. Uhm 1914 and 15. Yeah, here's my Fernando Award.

Bumeister: That looks like it's over in Van Nuys, it...

Chase: It is. They have a statue over in Van Nuys. No, it's whatever it says here.

Bumeister: By the court house in ...?

Chase: Yeah, it's read down the same name ...?...

Bumeister: Well, I have to, we have to get a picture of that over there.... And a few other... uhm...

Chase: The women's division, for the women's division, I had four years and I were was above, during the ...?... drive. The mothers were supposed to go. The mothers were supposed to go, but they wouldn't go in the hills. They wouldn't go there whatsoever.

Dodson: So you went out and enlisted instead?

Chase: I went out and enlisted huh!

Mrs. Chase: Oh, he was the ....?....

Dodson: What would you say is the most exciting thing that's happen in the valley since you've lived here, Mr. Chase?

Chase: Well, I have to say it was when my children were born. Ha ha ha...

Dodson: Ha ha ha... that's a very good answer!

Bumeister: Uhm, I found something else that's kind of interesting. Uhm, Congress of the United States, and House of Representatives. Uhm, and this is from the member of Congress, Thomas E. Reese, uhm January 30th, 1974. Do you remember? Dear Mr. Chase, congratulations on you appointment as Chairman for the fund drive on the West

Valley Community Hospital in in Encino. Your extensive service to the community are deeply appreciated and I wish to add my own personal note of appreciation with all good wishes. That's really quite an an honor.

Chase: ....?.... The community hospital you know, it went down the last two weeks. We had a community hospital for this end of the valley. Well, they've got enough hospitals, you come down to economics there, but they've got enough hospitals, beds in the valley. It's by the radio, ... it's in the valley. But they don't have them in the right place. Sometimes it's too far to go, sometimes you haven't got the time to go there.

Dodson: Mr. Chase, in this book you have just shown us that there is a picture of a hospital with the words "Joseph N. Chase Pavilion". Now would you like to tell us how it happened to get that name?

Chase: They wanted to make it... they wanted to make it Joseph N. Chase. And I disagreed with them. I I feel to just leave it the Valley Community Hospital. It was because because I have ... I turned down their recommendation.

Dodson: Now, you must have contributed a great deal toward the building of this hospital. Or they wouldn't have named it this way.

Chase: Well, this hospital was built a long years ago. It was only built to a little hospital, we was going to make a bigger hospital. And and we didn't have the guy... the man wasn't there to to build it. The head man, he put his family in. And really, he took the people like you and I. He took the people that came in to the hospital. They came in to get well, didn't they? They didn't come in to get... any other way, that's the way they came in for.

Bumeister: But he treated anybody else?

Chase: Yeah.

Bumeister: So you felt that it should be ...

Chase: I felt, community hospital, the name they... what's in a name? And they put the name first, I don't know, maybe... ha ha... to encourage me a little bit. I didn't... put that there, let me show you.

Bumeister: Oh, it's beautiful!

Chase: That there. This is ....?...

Dodson: I think you said that where our college now is, the dairy was owned by people name Chalky...

Chase: Caccio!

Dodson: Caccio.

Chase: Caccio! How do you spell the name? He had two boys.

Dodson: I see.

Chase: Yeah.

Dodson: And uhm, and from what you said, he had a pretty hard time making a go off from that site, is that right?

Chase: On, on a dairy they do have a hard time. They have to milk the cow twice a day, and and that's every twelve hours. He had quite a time making that, he had... he went up there, he married, he married uh, a girl in the valley here.

Dodson: I thought that you meant that our college site wasn't any good for a dairy, not a very good place.

Chase: That's the reason the grass grows so green. If you haven't got anything, I can come to this college. I'm more interested in Fulton Avenue than you'd believe.

Bumeister: We'd be very happy to have you visit us.

Chase: I could come, I could come and I meant to come. I got into a couple of deals, girl scout deals, has bothered me, several different things have bothered me. And the Y.M.C.A. bothered me, and first thing you know, I I was there, but I wasn't there when the Mexican or was it San Fernando? ...when he got...

Dodson: Mr. Avila?

Chase: Yeah.

Dodson: When he spoke?

Chase: Yeah.

Dodson: Well, we'll certainly be very.... [tape ends]

Dodson: You have been listening to an interview with Mr. and Mrs. Joseph N. Chase. The interview took place on February 20th, 1976. The interview was conducted by myself, Dr. James Dodson, curator of the Los Angeles Valley College Historical Museum and my field deputy, Miss Kathryn Bumeister. I might add that Mr. and Mrs. Chase presented to the museum an extremely valuable and interesting picture of the San Fernando Valley as it was in the year 1912. Mr. Chase very kindly loaned to Miss Bumeister

and me his scrapbook containing a number of items of interest, dealing with his long career in the valley. I am about to read some selections from one of the newspapers items dated June 4th, 1959. It is as follows:

Meet the man who owns his own election precinct, right in the heart of San Fernando Valley. He is Joseph N. Chase, president of the Sherman Oaks Savings and Loan Association, who owns all the land and buildings in the land bounded by Riverside Drive, Fulton Avenue, Houston Street, and Sunny Slope Avenue which constitutes city election precinct 2607. Population of this precinct is 435 persons, all living in 260 apartments in the $3 million Chase-Knoll Garden Apartments, built and owned by Chase. Registered voter number 202. Oddly, in the 260 apartments in precinct 2607, 110 are occupied by single women. Mostly widows or divorcees, all of whom Mr. and Mrs. Chase treat as members of their own family and make special efforts to provide for their comfort and welfare. "We apply the golden rule in dealing with our tenants," Chase said. "We aim to treat them as we would expect to be treated if we were tenants and they were the owners of the apartments. We have never raised rents on tenants after they moved in. We are told we hold a record of the occupancy of our apartments is 38 months. The average for apartments in the city of Los Angeles is 13 months." The land in precinct number 2607 is what remains of 80 acres that used to extend northward to Magnolia Boulevard. Chase's father, James Warren Chase once mayor of Riverside, city clerk, and Riverside County Supervisor, bought the 80 acres on November 1909, with a check for $100 given to Ross Whitley. Chase's father also bought 160 acres adjoining precinct 2607 property. Bounded by Riverside Drive, Moorepark Street, Fulton Street, and Coldwater Canyon. On the ground now forming precinct 2607, Joseph N. Chase

operated the Chase Dairy Farm from 1918 to 1947. Milking 208 cows, operating 8 milk delivery routes in Beverly Hills and 2 in the valley. He also raised and supply hay to 2 dairies in Hollywood. Chase took over the family's dairy operations in 1917. First building a barn and then a house on the present site of his huge apartment development. Chase was born in Pennsylvania on August 24th, 1894, and was 10 months old when his parents arrived in Los Angeles. His father first worked for Arthur Letz [sp?], one of the first founder for Bullocks. Then formed the Riverside Dairy Company in Arlington. Due to the scarcity of the cattle in the area, he was able to buy only 98 cents worth of milk in the first month of operation. So he established the skimming station in the Imperial Valley, and hauled the butterfat to Arlington to be converted into butter. Once Chase Sr. bought two boat loads of butter from Australia at Los Angeles Harbor. He became the largest butter wrapper in California and was called "The Butter King", supplying butter to stores throughout California, Arizona, and other Western states. In 1920 he sold his Riverside Dairy Company to Golden State Creamery, and moved to the valley to go into business with his son Joseph N. "Folks wonder how I had the spunk to use a whole city block for apartment buildings," the owner of precinct 2607 commented. "I wanted to spread them out and provide plenty of greenery, beauty and area spaces so people can feel they're living in the country. I am happy that I did it."

A newspaper clipping of April first, 1958 tells of the opening of the new Sherman Oaks Savings and Loan Association located at 14607 Ventura Boulevard. First such Association in Sherman Oaks has been chartered by the State of California with each savings account insured up to $10,000 by the Federal Savings and Loan Insurance

Corporation and Instrumentality of the United States government. Officials of the association are: President Joseph N. Chase, Chairman of the board Roger Joseph [sp?], Vice-president Louis B. Shine, M.D. [sp?] Secretary Joe F. OConnor [sp?], Treasurer Harry B. Armstrong. The directors included Mr. Chase, Dr. Shine, Mr. Joseph, Mr. O'Connor, Mr. Harry B. Armstrong, and Mr. James Archase [sp?]. The clipping adds that Chase, president of the association, first came to Sherman Oaks in 1909. Graduate of the agricultural school of Davis, he headed a dairy business in Sherman Oaks for 33 years before moving it to Madeira in 1948. He has served as Chairman of the March of Dimes, and Cancer drives in Sherman Oaks, Chairman of the Youth Council of the first Presbyterian Church of Sherman Oaks, Director of the Independent Milk Producers Association, and Member of the Sherman Oaks Chamber of Commerce, and Rotary Club. Roger Joseph [sp?], board chairman, was a Los Angeles County Supervisor for 24 years and served ten years as Board Chairman. He entered the dairy business after serving in France during World War I. Dr. Shine [sp?] vice-president, served in the army medical corp in the second world war, and since have maintained his medical office in Sherman Oaks. O'Connor, secretary, is a member of the Life Insurance and Trust Council, Life Insurance Committee of Los Angeles City Chamber of Commerce, Million Dollar Round Table, and Sherman Oaks Rotary Club. Armstrong, association president, is... association treasurer rather, is president of seven Helicopter Corporations and vice-president of two others.

An entry of March 22nd, 1959 informs us that Joseph N. Chase, pioneer resident of Sherman Oaks, has been elected President of the Sherman Oaks Rotary Club for the current year succeeding Elton Cherry [sp?]. A bulletin of the Sherman Oaks Chamber of Commerce, January 15th, 1960,

informs us that Joseph N. Chase, the newly-elected President of the Sherman Oaks Chamber of Commerce, presided at his first meeting of the year 1960, on January 5th. Those in attendance, in addition of Joe Chase was vice-president James J. Lambardo [sp?], Tom Grey, Russel X. Nelson, Leroy C. Samuels, and Miss E.J. Turner [all names sp?]. Chamber Treasurer William J. Noll, recording secretary Maxine Marion, together with newly appointed directors Lee Dumas, Thomas E. Hanson, Ellsworth Hyman, Gordon H. Kelson, James Welldon. Chamber member Robert Consulae and Frank Gettling have also attended this first meeting of the Sherman Oaks Chamber of Commerce in 1960. Further information about Chase is contained in the copy of the Sherman Oaks Sun, dated April 12, 1961. Some excerpts from this are as follows:

Joseph N. Chase, Sherman Oaks' pioneer resident, has no peer as the founding father of the community. Still one of the community's leading citizens, Chase first come to the valley in November of 1909. His father James Warren Chase, gave Ross Whitley a $100 check at that time, to tie up the 80 acres that would include the Knoll's where Chase Knolls now stands. The acreage was bounded by Magnolia on the north, Riverside Drive on the south, Fulton on the east, and Sunny Slope on the west. Chase spent parts of his summers from 1911 to 1915 on this property. After he finished school from the University of California in Davis, he came to the valley to make his permanent residence in September of 1915. At that time, he lived on the 160 acres now known as Monterey Village, which his family had bought from Fred Weddington in the same year. It was later sold for $800 an acre, a price which his family was adviced they would never see again in the valley. Early in 1917, Chase began building on the corner of Fulton and Riverside. And in the spring of 1918, was milking cows there.

Until the farming operation was moved to the San Joaquin Valley in March of 1948. The Chase-Knoll Housing project encompassing 20 acres, was first thought of in April 16, 1947 according to Chase. After considerable effort, working, and rezoning, planning and financing, the project was completed. And the 260 apartments are now 100% occupied. In 1955, Chase developed a commercial center on 3½ acres adjoining his housing development. It was in 1955 also that he began negotiations to obtain a permit for the Sherman Oaks Savings and Loan Association, in which he owned an excessive 50% of the stock. Joe married the former Miss Josephine Porter on December 22nd, 1920. And three daughters and one son were born to the couple. The first daughter Rachel, passed away at the age of 14, after a short illness. The second daughter, Jean, a registered nurse, is married and the mother of four boys and lives in Fresno. The third daughter Rosa Lee has just graduated from U.S.C. and Joe's only son James is managing a dairy in Madeira. He is the father of five children, two daughters and three sons. While Joe's memories goes back to the days when beans and barley fields fares in Sherman Oaks, and when the community was only known as part of Van Nuys, his vision is still focused forward. Born with a native optimism, Joe feels there will always be a bigger and better boom after the calm and a lot of good after any evil. In 1972, Mr. Chase then 77 years old and retired, received the 1972 Fernando Award, sponsored by 24 valley's Chamber of Commerce. An award which honors person for their services to the valley. Mr. Chase, a former two-term president for the Sherman Oaks Chamber of Commerce, had by that time been a valley resident for 60 years. And had been involved in numerous civic, business, and community projects. Mr. Chase's name was slated then to be engraved on the granite tablet on the base of the Fernando Statue in the mall of the

Valley Administrative Center in Van Nuys. In 1974, Mr. Chase was the recipient of the Fidelity Award presented by Fidelity Federal Savings and Loan Association Sherman Oaks office, during special ceremonies at the Rotary Club meeting here. The community valley leader, who has served more than twenty valley service clubs and organizations, received a three dimensional Walnut Award from Thomas B. Gray, vice-president and manager of the Sherman Oaks office, 14601 Ventural Boulevard. Chase's award reads in part: 'In recognition of outstanding community service by Fidelity Federal Savings and Loan Association of Sherman Oaks.' An incurable optimist, Chase at 79, sees a bright future for Sherman Oaks and the entire San Fernando Valley. "Sherman Oaks is only the beginning!" the award winner said. "I believe that Ventura Boulevard is going to surpass Whilshire Boulevard as a financial center. Because Ventura has no beginning and no end, whereas Wilshire is stifled by its own boundary."